AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1.   (Previously Presented) A method of transmitting a message to one or more recipients in a message pushing system that includes a database of user profiles of individual potential recipients and telecommunications links for communicating with message sending and message receiving devices, the method comprising:

receiving a message from a message sending device, said message comprising details of an intended recipient of said message;

interrogating said database to find user profiles matching said details of the intended recipient of said message thereby establishing one or more members who may be the intended recipient; and

transmitting said message to message receiving means of the one or more members who may be the intended recipient.

2.   (Previously Presented) The method of Claim 1, wherein the details of individual potential recipients include details of the individual's physical appearance.

3.   (Previously Presented) The method of Claim 2, wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.

4.   (Previously Presented) The method of Claim 2, wherein the database includes one or more of the e-mail address, mobile telephone number, name, address or other contact details of individual potential recipients.

5.   (Previously Presented) The method of Claim 2, wherein the database also includes information about the location of the recipient.

6.   (Previously Presented) The method of Claim 5, wherein the information about the location of the recipient includes the current location of the recipient.

7.   (Previously Presented) The method of Claim 5, wherein the information about the location of the recipient includes frequently visited locations.

8.   (Previously Presented) The method of claim 5, wherein the information about the location of the recipient includes previous locations.

9.   (Previously Presented) The method of Claim 1, further comprising allowing potential recipients to update their details.

10.   (Previously Presented) The method of Claim 9, further comprising enabling potential recipients to update their details automatically.

11.   (Previously Presented) The method of Claim 9, further comprising enabling potential recipients to update their details using their message sending means.

12.   (Previously Presented) The method of Claim 1, further comprising allowing messages to be delivered to recipients without the sender of the message knowing the identity of the recipient.

13.   (Previously Presented) The method of Claim 1, wherein the matching between details of the intended recipient and user profiles does not need to be exact.

14.   (Previously Presented) The method of Claim 13, wherein the database also includes information about how close a match is required for that message to be sent to a potential recipient.

15.   (Previously Presented) The method of Claim 1, wherein one device can function as both a message sending device and a message receiving device.

16.   (Previously Presented) The method of Claim 15, wherein the message sending device and message receiving device are mobile telephones using WAP or I-MODE.

17.   (Previously Presented) The method of Claim 1, wherein the telecommunications links may comprise the Internet.

18.   (Previously Presented) The method of Claim 1, wherein the message comprises one of an e-mail, a text message, a visual message or a multi-media message.

19.   (Previously Presented) The method of Claim 1, wherein the database is a relational database.

20.   (Previously Presented) The method of Claim 1, wherein the message is transmitted to the recipient or recipients only on request from the recipient or recipients.

21.   (Previously Presented) method of Claim 20, wherein a web site is used to display the message.

22-46. (Cancelled)

47.   (New) The method of Claim 1, wherein the details of the intended recipient included in the received message include a plurality of physical characteristics of the intended recipient observed by a sender of the message and a physical location of the intended recipient at the time the plurality of physical characteristics were observed by the sender, and wherein the sender causes the message pushing system to interrogate said database and transmit said message from a current location that is different from the physical location of the intended recipient at the time the plurality of physical characteristics were observed by the sender.

48.   (New) A method of transmitting a message to one or more recipients in a message pushing system that includes a database of user profiles of individual potential recipients and telecommunications links for communicating with message sending and message receiving devices, the method comprising:

selecting an intended recipient for a message at a first location, and observing a plurality of personal characteristics of the intended recipient at the first location;

generating a message at a second location using a message sending device, the message including the plurality of personal characteristics observed at the first location;

sending the generated message including the plurality of observed personal characteristics to a database of the message pushing system;

interrogating the database and comparing a plurality of user profiles stored in the database to the plurality of observed personal characteristics, and identifying one or more members who may be the intended recipient based on results of the interrogation; and

transmitting the message to a message receiving device of the one or more members who may be the intended recipient.

49.   (New) The method of claim 48, wherein the first location is different than the second location.